MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

SUPPLEMENTARY EXAMINATION

TRIMESTER 1, 2015/2015

DMA 5018 – MULTIMEDIA APPLICATIONS

(For Diploma Students Only)

17 NOV 2015
2.30 PM – 4.30 PM
(2 HOURS)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **5 (FIVE) pages** (excluding the cover page).

2. There are **3 (THREE) sections** in this Question paper.

   Section A: Multiple Choice Question (20 marks)
   Section B: Structured Questions (60 marks)
   Section C: Essay Questions (20 marks)

3. For **Section A,** please mark all your answers in the **OMR sheet** provided.

4. For **Section B**, answer **ALL** questions. Please write all your answers in the **Answer Booklet** provided.

5. For **Section C**, answer **ONE** question only. Please write all your answers in the **Answer Booklet** provided.

Section A: Multiple Choice Questions (20 marks)

*Instruction: Please mark all your answers in the **OMR sheet** provided.*

1. _____ refers to any type of application or presentation that involves more than one type of media, such as text, arts, graphics, video, animation, and sound.
   A. An executable file
   B. Desktop Publishing
   C. Multimedia
   D. Hypertext

2. The look and feel of a web site or multimedia application can be described as the:
   A. file transfer protocol
   B. graphical user interface
   C. local area network
   D. command driven interface

3. Which of the following team members will ensure that the project is visually pleasing and friendly?
   A. Multimedia Designer
   B. Video Specialist
   C. Multimedia Programmer
   D. Writer

4. Which of the following is **NOT** the feature of painting and drawing software?
   A. Lathe and extrude feature
   B. Layering capability
   C. Scalable text font and support
   D. Multiple undo capability

5. Which of the following statements describes a successful graphic approach?
   A. Using simple screens with lots of white space.
   B. Creating background images with lots of color.
   C. Applying a variety of decorative pattern borders.
   D. Employing at least five different fonts.

6. Which of the four navigational structures allows users to freely navigate through the content of the project, unbound by predetermined routes?
   A. Hierarchical
   B. Linear
   C. Nonlinear
   D. Composite

7. The following statements are **TRUE** about task planning **EXCEPT:**
   A. Holding creative ideas session.
   B. Determining the delivery platform and authoring platform.
   C. Assembling the team.
   D. Provide well-written documentation about the installation process.

Continued.....

8. When testing your product, you should:
   A. Concentrate on software configuration.
   B. Focus on making the product work perfectly on one system.
   C. Spend time configuring and testing various platforms.
   D. Examine the bytes of data in the sector.

9. The term "anti-aliasing" means:
   A. Creating a pattern on a material such as paper to cause a raised image.
   B. Minimizing the jagged edges making for smoother overall appearance by blending the font into the background color.
   C. Converting text from a vector description to a raster or bitmap description.
   D. Specifying which font to be substitution.

10. The symbolic representation of object and process is known as:
   A. anchor
   B. node
   C. icon
   D. symbol

11. CMYK is a(n) _____ color method used by printers.
   A. additive
   B. subtractive
   C. screen specific
   D. palettes

12. Which of the following statements is **TRUE** about the limitation of a bitmap image?
   A. Do not support complex drawings requiring fine detail.
   B. Time consuming and specific talent must be needed to create it.
   C. Inability to scale or resize the image easily while maintaining quality.
   D. Image must be created using software like Adobe Illustrator.

13. The following file formats are specifically designed to contain animations **EXCEPT**:
   A. .max
   B. .gif
   C. .fla
   D. .psd

14. The process by which you link objects such as hands to arms and define their relationships and limits is known as _____.
   A. inverse kinematics
   B. morphing
   C. tweening
   D. rotoscoping

15. The sampling rate of CD-quality audio is:
   A. 22.05 KHz
   B. 44.1 KHz
   C. 124.1 KHz
   D. 11.025 KHz

Continued.....

16. The formula given below is **BEST** for calculating the file size of a _____ recording.

Sampling rate **x** duration of recording in seconds **x** (bit resolution/8) **x** 2

A. stereo
B. monophonic
C. waveform
D. digital

17. The following examples are nonlinear editing (NLE) software **EXCEPT**:
A. Adobe Premiere
B. Apple's Final Cut
C. Avid's Media Composer
D. Apple's iMovie

18. Which of the following examples is **NOT** an analog video transfer method?
A. MPEG
B. Composite
C. Component
D. S-Video

19. When a server receives a request, it is handled by a specific application called a _____ that responds to the request based on the protocol.
A. client
B. daemon
C. backbone
D. multicast

20. Which of these tags would most likely be used in HTML5 to draw graphics on a web page?
A. <img>
B. <canvas>
C. <input>
D. <applet>

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Section B: Structured Questions (60 marks)

*Instruction: Please write all your answers in the **Answer Booklet** provided.*

Question 1 (15 Marks)

a) State **FOUR** primary media for delivering multimedia projects and suggest the most cost effective media. (5 marks)

b) What is authoring tools? There are **THREE** types of authoring tools. Briefly explain each type and provide an example of each. (10 marks)

Question 2 (15 Marks)

a) List **FIVE** considerations in selecting text fonts for a multimedia project. (5 Marks)

b) Compare **TWO** differences between serif and san serif and provide **ONE** example for each. (6 Marks)

c) State **FOUR** examples of text elements used in multimedia. (4 marks)

Question 3 (15 Marks)

a) Define the following terms: (3 marks)
   i. Keyframes
   ii. Tweening
   iii. Cel animation

b) Discuss **THREE** differences between vector and bitmap images. (6 marks)

c) State and explain **THREE** features of 3D modeling application software. (6 marks)

Question 4 (15 Marks)

a) Explain **TWO** differences between analog and digital video. (4 marks)

b) List and explain **THREE** analog video broadcast standards broadcast commonly used around the world. (6 marks)

c) What is top-level domain? State **TWO** most common top-level domains and their intended purpose. (5 marks)

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Section C: Essay Questions (20 marks)

*Instruction: Answer **ONE** question only. Please write your answers in the **Answer Booklet** provided.*

Question 1 (20 Marks)

Michael works as a researcher at Multimedia Synergy Corporation Sdn. Bhd. His boss asks him to do research on the existing multimedia applications that have been developed or can be developed. His boss asks him to prepare a brief report contains the following:

i. **FIVE** examples of multimedia applications that can be developed for business sector. (5 marks)

ii. **TWO** examples of existing multimedia applications used in public places. (4 marks)

iii. **THREE** benefits of using educational software for students in schools. (6 marks)

iv. Definition of virtual reality and give **THREE** examples of input devices in virtual reality. (5 marks)

Question 2 (20 Marks)

You are given a task of developing a new website for a fashion magazine. As a web developer, your boss asks you to create a proposal as a guideline before you start developing the website. In your proposal, you need to include the following:

i. State **FIVE** options you can use to deal with limitations of bandwidth. (10 marks)

ii. What is bandwidth? State **THREE** types of data transfer methods for typical internet and computer connections. (5 marks)

iii. List **FIVE** programming languages you are going to use to create the web pages. (5 marks)

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